

Christmas TOP 10 checklist ✓

LOOKING FOR CHRISTMAS INSPIRATION?

THESE ARE THE TOP 10 BRANDS THAT WILL GET YOU INTO THE FESTIVE SPIRIT

(Eventual title will be chosen by the DailyMail.co.uk on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH Daily Mail ONLINE

The **Christmas Checklist** is a native feature of ten sponsored articles published on DailyMail.co.uk. It initially appears as one of the first 10 articles on the sidebar **1** and is guaranteed a minimum of 24,000 unique views, after which the article is also promoted by way of 10 million ad-site traffic drivers **2** in content relevant locations to users who have buying intent in the subject matter. The advertorial content is hosted perpetually on the popular Femail section and includes individual links for the benefit of all ten advertising partners.

Curated by an experienced team of *DailyMail.co.uk* copywriters, this native feature showcases a high-quality selection of top 10 products and services, such as Christmas markets and fairs, indulgent foods, fantastic gifts, celebratory tipples and decorations, as well as winter fashion and seasonal travel options.

The *DailyMail.co.uk* is one of the world's largest English-speaking newspaper websites, with more than 160m unique browsers around the world. The *Femail* page of the *DailyMail.co.uk* boasts an affluent readership, with 65% who are ABC1. **Christmas Top 10 Checklist** serves as the essential guide for festive inspiration and is an excellent opportunity to reach this audience in the run up to the festive holidays.

Hosted on the *Femail* page of the *DailyMail.co.uk*, **Christmas Top 10 Checklist** is the perfect shop window for brands and organisations to benefit from *DailyMail.co.uk*'s robust editorial environment, an engaged and affluent ABC1 audience and crucially the gravitas of being featured on one of the world's most visited websites.

PARTICULARLY CONSIDERING

- 35% of all website traffic comes direct to the *Femail* channel
- 6/10 *DailyMail.co.uk* readers like to try out new food products
- 41% of readers are more likely to have bought health and beauty products online



4.4m
daily unique visitors to
DailyMail.co.uk
65%
of *DailyMail.co.uk* readers are ABC1
70
minutes is the average time spent
per visitor

[CLICK HERE TO SEE A LIVE FEATURE](#)

SPONSORED ARTICLE EXAMPLE

A fun and educational gift for kids



There's nothing more grown up than getting a watch for Christmas.

If you're planning to buy your little one their first watch this year, Filik Flak could be the perfect option for you.

These popular, Swiss-made watches are water and shock-resistant, so they can withstand all the rough and tumble your little tykes get up to every day.

Plus, their simple, clear design has been specifically made with education in mind, aiding your child as they learn to tell the time by themselves.

Filik Flak watches can be personalised with your child's name, making your gift one of a kind!

The Info: [Click here](#) to find out more.

RATE CARD

Native package £12,000

Promoted on the sidebar of the *DailyMail.co.uk* homepage and then by 10 million ad-site traffic drivers

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**
x1 mobile banner **6**, x1 leaderboard **7**
x1 sponsored content **8**

Video Upgrade £1,000 | Competition Upgrade £1000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

DISTRIBUTION

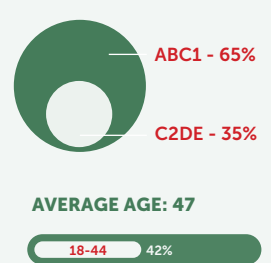
- Initially promoted on the sidebar of the *DailyMail.co.uk* homepage (24,000 UVs), and then in content-relevant locations (10 million ad-site traffic drivers).
- 1000x extra guaranteed clicks delivered from additional ROS banners.

DEMOGRAPHICS

GENDER



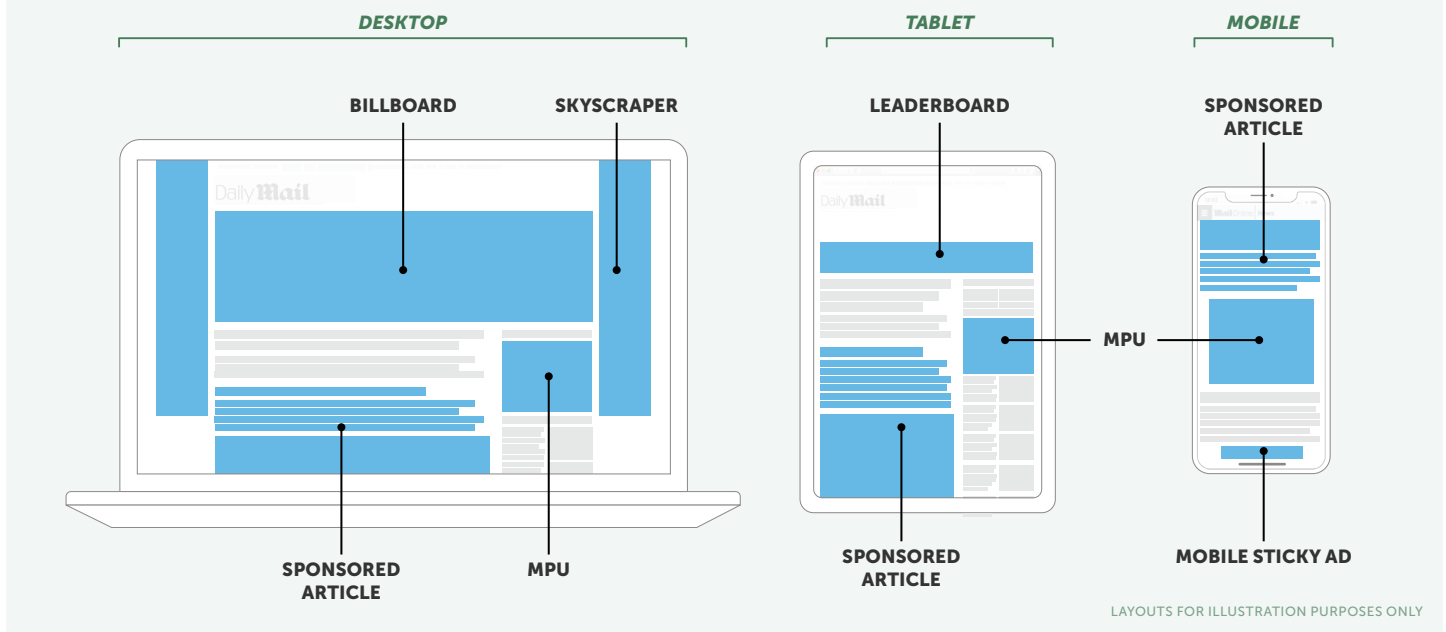
SOCIAL



AVERAGE AGE: 47



ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by DailyMail.co.uk
- **Article word count:** 150 words

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by DailyMail.co.uk
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as an MP4 file (16:9 ratio, 30" recommended length).

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

LEADERBOARD

- Displays on desktop and tablet
- **Size:** 728px (w) x 90px (h)

SUPPLYING CONTENT

PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *DailyMail.co.uk*.
- Copy for advertorial features will be subedited by *DailyMail.co.uk*'s editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your corrections or your approval to publish the feature.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 72 hours, unless advised otherwise.

TERMS & CONDITIONS

- Christmas Top 10 Checklist is advertorial content compiled by The Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on *DailyMail.co.uk*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *DailyMail.co.uk*'s editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).